

**Child and Family State Collaborative Subgroup
Minutes for 6/22/01**

Next Meeting Friday July 27, 2001 time: 9:00am 3509 Haworth Drive, Raleigh; Suite 300 Conference Room
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Present Members: Charles Pryzant (CFS), Joel Rosch (GCC), Joann Lamm (DSS), Diann Irwin (DPI), Stephanie Alexander (CFS), Carol Robertson (DMA), Sally Cameron (NCPA/CPDMI), Jennifer Mahan (MHA), Joan Debruyne (CFS), Mark O'Donnell (CFS), Carol Duncan Clayton (NCC), Brad Trotter (MH/DD/SAS), Austin Connors (CFSA), Chuck Harris (DSS), Alicia Graham (DD), Bill Hussey (NCMHPAC)

Welcome and Introductions:

The Collaborative Group welcomed guest speakers Michael Owen, Triangle training & Communication Associates, Mark Van Sciver, Public Affairs, and Joan Kaye, MH/DD/SAS Training section.

Meeting Materials and Handout distributed:

- ❑ Wraparound Milwaukee: Aiding Youth With Mental Health Needs by Bruce Kamradt
- ❑ Provider Network for the North Carolina System of Care (Draft)
- ❑ The NC System of Care Community Resource Mapping Inventory
- ❑ Frequently asked Questions about Senate Bill 369 to establish a trust Fund for MH/DD/SAS Needs
- ❑ Family Participation and School Improvement: A Report from NC FACES
- ❑ General Assembly of NC session 2001 Draft Special Provision
- ❑ School Grades and System of Care

Meeting items are outlined as discussed below:

1. Getting the Word Out on What's Working – The Importance of 'Social Marketing' – Presentation/Discussion

In Martha Kaufman's absence, Charles Pryzant chaired this week's meeting. Mark O'Donnell began the meeting by introducing the guest speakers and passed out a handout called 'A Short Course in Social Marketing'.

Mark O'Donnell conducted a brief slide show presentation on School Grades and System of Care to show what has been sold in the community. He has received three grants in its attempt to establish SOC in 22 counties. The data from four FACES sights, Blue Ridge, Sandhills, Cleveland and Guilford showed those children are improved over a period of time when SOC is applied. It was noted that one sight did significantly better due flex funds money was used toward tutoring and computers. This data has been particularly helpful to teachers to know exactly what works.

Michael Owens had a display table set up which consisted of brochures, training manual and newsletters. Michael did a presentation on how to understand what the customer needs. He discussed a report that would motivate people to change their attitudes. The moderator gave ideas to what works. Tapes were design to promote the SOC with focus groups. Michael Owens suggested some questions that need to be considered when choosing your audience. What do we need to do to cleverly sell the

SOC and what the audience needs? How can we be strategic in planning to meet the needs of the audience?

Joan Kaye spoke about the PCG report made a clear philosophy about the Willie M. program. It is permissible to over communicate to speak to different audiences. What is the good news and could this be used in a news article. Mark Van Sciver added that is there an event going on and to give it to Joan Kaye. How can we get better information or what materials are missing? Things to think about - what audiences we need to reach and to request any feedback.

Mark Van Sciver spoke about how a message can get out with an electronic tree to the target audience.

It was suggested the SOC approach needs to reach the county commissioner and reporters in order to get them to ask questions. The collaborative agreed the key is to inform the county commissioner and to educate him on what is the system of care because still on the local level people are very confused.

2. Legislative Update: by Sally Cameron

- Handout distributed – ‘Frequently Asked Questions about Senate Bill 369 to Establish a trust Fund for MH/DD/SAS Needs’

Senator Metcalf has a senate bill 369 to enter a trust fund which supports the alcohol tax bill.

- General Assembly of NC will settle the At Risk language.

3. Sharing Responsibility and Accountability

The Group received a copy of ‘Community Resource Mapping’ and they were asked to think what your agency could contribute to this list. This list is to be worked on at the next meeting

4. SOC Implementation

- At Risk Update training in the cities had good representation of the agencies and families.
- Charles Pryzant briefly discussed the ‘North Carolina System of Care Services for Children and Families’ handout. Charles Pryzant described the four categories of services.
- Charles Pryzant distributed a draft on the ‘Provider Network for NC SOC and this defined what is expected of the provider. Residential services are to be available in each region.
- Mark O'Donnell discussed the article on ‘Wraparound Milwaukee: Aiding Youth with Mental Health Needs’ and the study revealed that juvenile justice seems to work

5. General Issues

- The Group requested some action is needed to try to get Priscilla Maynard to join the collaborative.
- The collaborative need to know what is happening in the field.
- How do we go about structuring a workgroup and the workgroup would function as a subgroup.

- Who will monitor the programs on the local level?

The meeting adjourned with a reminder for the next meeting is scheduled for July 27, 2001.